

Homestay Services for Tourism Industry

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Abstract

Home stay is a kind of tourism development model which provides local lifestyle, culture and tradition to the visitors. At present situation, it is impossible to maintain sustainable home stay tourism unless the visitors are satisfied. To overcome this condition, this research aims to find out the link between tourists' satisfaction and sustainable Homestay. This article attempts to assess the economic contribution of Homestay of investigating area on the descriptive and exploratory research design. Data collection for this research work homestays were selected randomly from Panauti municipality and Bethanchok rural municipality of Kavrepalnchok district. The result based on statistics reflects the significant increase in income and expenditure of home stay managers in the study area. The savings and credits behavior of the local people will be evaluated through this research. This research will be focused on two aspects of sustainable home stay tourism i.e. tourism for economic sustainability and tourist pleasure. The respondents for this research have been taken from different cultural and religious backgrounds. Finally, the researcher believe that this study includes a meaningful conclusion, theoretical and managerial consequences as well as future research directions for the contribution of home stays to promote tourism industry. The result of this study assists for the policy makers and local government to allocate the budget for enhancing the local tourism industry with the help of home stay services

Key Words: Sustainable, Homestay, Satisfaction, Economic growth

Introduction

Tourism industry is one of the important resources for national income. Not only for income generating but also for creating the job opportunity, it has played a vital role in the modern era. Tourism industry is not a old phenomenon. A home stay tourist is a paying guest at one's home for short period of time. For home stay guests, the accommodation and other cultural facilities are provided by individual family as well as a local community. Banjade (2018) declared that the work load of female and tourist flow is highly correlated in local community. The home-stay programs is pleasing to all around the world. The special characteristics of this kind of tourism are that the guests become a member of the family for a short period of their stay.

Homestay is a bed and breakfast practice. Visitors are invited to a community or private house to live with family members, sharing food, culture, arts and natural landscape. In home stay, living with local people is the best way to learn about the culture and believes in natural setting. A Homestay is staying in someone's home as a paying guest for a short time but such guests are accommodated by individual family and community.

In homestay program, the guests get entertainment from local culture, religion, vibrant customs, waving games, musical instruments and other various social activities. Home stay programs emphasize the guests for spending traditional way of life. Home stay is a certain package in which the guests can get the opportunity to gain the experience for pertaining to farmers and villagers in different form and household activities. Tourists are fed the local food items and be a part of household members. It helps for tourists to know the origin of village, culture, tradition and standard of living of the village people.

The homestay tourism is related with the household, rural community, the environment and the community forest. Its coverage is the conservation, lifestyle, experience, adventure and all the nature adventure oriented benefits to the local people (Shrestha, 2020). Home-stay tourism shows that the economic status of home stay was in increasing order and women are found directly involvement in economic activities (Banjade, 2018). The development and increment of homestay program has influenced

the government for providing adequate infrastructure, facilities, education, awareness, training and development programs. It also helps to empower the local male and female in various aspects such as employment opportunities, economic development, cultural and social transformation. Home stay tourism must address innovative transfer of technology, economic development and the socio-cultural environment with the homestay accommodation facilities (Magar, 2021).

At present days, the home stay becomes a widely known and popular tourist attraction. Home stays can contribute to the expansion of ecotourism and supports in generating self-employment. It is a service of lodging and fooding in local's own houses or in a natural topography. Home-stay tourism is found to be focused on issues like the satisfaction level of tourists, service quality, impact on tourism development commercialization or on the opportunities and challenges of tourism. At this juncture, the present study aims to explore the present scenario of local tourism and economic as well as employment opportunities through home stay services.

The main objective of this research is to analyze the income, expenditure, profit and saving habits by the home stay owners from the home stay services. In addition, with this objective, this research is also focused to compare the expenditure and saving trends of rural and urban home stay services. This research is basically based upon the research questions: How do the homestay owner expenses their income to give maximum satisfaction to the visitors? What is the trend of income and expenditure in two distinct areas of home stays (rural and urban areas).

Literature Review and Research Gap

Homestay program is basically regarded as a community based tourism. Most of the Nations in the world, at present, trying to increase this type of tourism. Though this type of tourism industry is increasing rapidly in the various developing Nations, it has faces a numerous new challenges. Recently a popular trend of "Home stay Tourism" has emerged in local rural level as well as various cities and towns of Nepal. Organized and non-organized home stay programs are providing service to the tourists. Tourist

experiences has been researched under different disciplines including marketing and economics, sociology, social psychology and cultural transformation. It is also a holistic processing of experience that contains individual emotion, sensory experience and rational thinking.

In Jin et.al.(2016) found that tourists typically select the natural environment that they want to experience in that area before they consider what kind of accommodation they wish. Home stay helps to promote the rural life by generating the economic activities and creating employment opportunity. Hu. et.al (2012)declared that one of the most important factors that led to purchase decision besides price and location, facilities offered at hotel have very strong influence on Homestay decision-making process and selection of accommodation to stay in. Homestay facilities are described as the hardware of homestay. Peelen and Beltman (2013) as stated that the customers themselves promote the homestay which is the best marketing process. It helps for free charge, since the customers are sharing their experiences on social media, individual sharing and gives feedback for good and quality services provided from the home stay owners. The study by Ismail et al. (2016) attempted to rectify the shortcomings of earlier research. Ismail et al. conducted research on homestays in Malaysia and determined that the quality of the homestay service increases tourist satisfaction. In addition, it was found that tourist satisfaction played a significant moderating role in the relationship between behavioral intention and the quality of homestay services.

A study conducted by Dr. Shrestha, Hari Prasad & Shrestha, Prami on “Tourism in Nepal: A historical perspective and present trend of development” found that promotion of tourism segment and its contribution to socio-economic segment of the country, there is need of dynamic and tourism pleasant policy and joint effort of government and the private sector as well, because tourism industry creates the heavy employment and helped to alleviating poverty and guide to utilize available resources properly and beneficially (Shrestha & Shrestha, 2012, pp. 73-74).Devkota (2010) concluded that the home-stay tourism, visitors get a chance to spend time with the family observing their customs, values and culture, which give them the opportunity to

feel the taste of rural life living together with the house owners. Shrestha (1998) stated that Nepal is extremely rich in tourism industry and it exists all over the country. Natural wealth, geographical diversity, cultural and monumental heritage are the principal tourism products of Nepal. Nepal possesses tremendous diversities to develop it as a major tourist destination with differentiation in various perspectives. In view of the present status of infrastructures, significant attention has to be paid by all types of government to avail and improve facilities in order to develop the existing tourism areas as well as develop potential areas throughout the country.

Methodology

This study is based on the descriptive as well as exploratory research design which gives the ideas of promoting tourism industry. The primary data was retrieved through interviews that conducted at the concerned authorities which includes the home stay owners of study area. The required data were collected from the entire area with the help of direct oral interview i.e. homestays of Panauti Municipality and Bethanchok Rural Municipality of Kavrepalnchok district. The design was focused to identify the income, expenditure, economic benefit and saving habits as well as the trend of tourism industry to the home stay program. The collected data are presented in the simple tabular form and explore in the descriptive form.

Findings and Discussions

The data was collected from the 17 homestays entities of selected two local levels. Out of the total respondents 41.18% male and 58.82% female participated in the survey. The mean age of home-stay operators was 34 years with minimum 18 years to maximum 64 years. Income is one major indicator of economic status of people. Operation of home stay is one of the best option for the self-employment which become the source of earning and contribution for tourism. There is home-stay association which gives guidelines about the service quality and cost of services. The further findings of the study are presented in the following themes.

Monthly Arrival of Tourist in Homestay

Arrival of the tourist in homestay was found to be different. According to homestay

operators, most of the foreign tourists come to stay in their homestay. As for the country of the tourists, it was found to be from European countries such as France, Spain, Italy, Finland, England etc. as well as from USA. Very few tourists are to be found from domestic country in the study area.

Table 1: No. of Tourist Arrival Monthly in Homestay

Categories	Season		Off-Season	
	Maximum	Minimum	Maximum	Minimum
Foreign tourists	25	15	12	4
Nepalese tourists	12	4	6	2

Source: Field survey, 2024

Table-1 illustrates the number of tourists or visitors come from different part of the world. It is found that foreign tourists and domestic visitors are the guests of homestay in the study area. Most of the tourists are from abroad and some of them are from different territory of the home country. In the study area, maximum 25 foreign visitors are stayed for a month in active season and about 15 tourists were visited in the area in off season. Likewise, the number of tourist was to be found in decreasing rate for both foreign and Nepalese tourists in off season.

Income of Homestay Operators

One of the major indicators of economic status of people is income. Home stay can be considered as the best option for the self-employment and become the major source of earning and contribution for the rural as well as the urban tourism. Most of the home stay have more or less similar standard of various services provided to the visitors. There is direct relation with the income of home stay operators with the number of tourist visitors/ arrival. The income of home stay operator depends on the expenditure capacity of visitors. The spending area of tourists/visitors was found on the basis of service facilities as well as their objectives of the visit. Tourism is effective and promoting instruments for earning of foreign currency which contribute for the self-employment

and income generation of the homestay operators

Table-2: Daily income per visitors in home stay

Categories	No. of respondents	Minimum Income	Maximum income	Average (Mean) Income
Lodging only	17	\$12	\$17	\$15.3
Lodging+Veg. Food	17	\$17	\$23	\$20.5
Lodging+non-veg Food	17	\$20	\$25	\$23.4

Source:Field survey, 2024

Table-2 presents the daily income per visitors of home stay operators. We can see that the home stay operators earn minimum \$12, maximum \$17 and an average of \$15.3 for providing lodging facilities only from visitors. Furthermore, it was found that they earn minimum \$17, maximum \$23 and an average of \$20.5 for providing lodging facilities and veg. foods to the tourists. If the tourists are non. veg., homestay operators earn minimum amount of \$20, maximum \$25 and an average of \$23. 4 for providing lodging and fooding facilities.

Expenditure of Homestay Operators

As we know home stay is the best way of tourism industry to promote and apply the local available resources. Home stay operators give more priorities for maximum utilization of local food, vegetables, local products and give emphasize for the local cultural transformation. The homestay operators always use the local product and mobilize the local resources to entertain the tourists which leads for cost minimization. It also provides pure homely environment which helps to understand the local tradition and culture to the tourists/visitors.

Table-3: Daily expenditure per visitors in home stay

Categories	No. of respondents	Minimum Expenditure	Maximum Expenditure	Average (Mean) Income
Lodging only	17	\$6	\$8	\$7.2
Lodging+ veg. Food	17	\$9	\$12	\$10.8
Lodging+non-veg Food	17	\$12	\$16	\$14.4

Source: Field survey, 2024

Table 3 shows the daily expenditure per visitors of home stay operators in the study area. We can see that the home stay operators expense minimum \$6, maximum \$8 and an average of \$7.2 for providing lodging facilities only from visitors. Furthermore, it was found that they expense minimum \$9, maximum \$12 and an average of \$10.8 for providing lodging facilities and veg. food to the tourists. If the tourists are non-veg, home stay operators expense minimum amount of \$12 maximally \$16 and an average of \$14.4 for providing lodging and fooding facilities.

Monthly Net Profit of Homestay Operators

Net profit of home operators depends upon the income and expenditure. In context of Nepalese society, the rural life is comparatively easier than urban life. Homestay operators in rural level have their own land to produce organic food as well as resources to provide gift to the tourists so there is less expenditure in comparison to the urban areas.

Table 4: Monthly Net profit of Homestay

Categories	No. of Respondents	Maximum amt.	Minimum Amt.	Average (mean) profit
Monthly income	17	\$240	\$305	\$272.5
Monthly expenditure	17	\$135	\$192	\$173.7
Net profit	17	\$125	\$147	\$133.85

Source: Field survey, 2024

Table -4 shows the monthly profit of homestay operators. We can observe that the homestay operators gain minimum and maximum income of \$240 and \$ 305 respectively with average of income is \$272.5 from monthly income. Moreover, minimum amount of expenditure is \$135, maximum amount of expenditure is \$192 and average expenditure is \$173.7. At the end, minimum and maximum net profit from monthly transaction is \$125 and \$147 respectively and the average is \$133.85.

Net Profit Comparison

The study area for this research was selected for rural and urban area of Kavrepalanchok district. Homestay in Panauti municipality and Bethanchok rural municipality are considered as the urban and rural areas respectively. Rural area’s home stay operators produce vegetables and crops themselves and feed to the tourists so that the expenditure in the rural area is less than that of the urban areas. Hence the profit was to be relatively more in rural areas than in the urban areas.

Table:5 Trend of net profit in rural areas and urban areas

Local Level	Average income	Average Expenditure	Average net profit
Panauti Municipality	\$310	\$215	\$95
Bethanchok Rural Municipality	\$295	\$173	\$122

Source: Field survey, 2024

Table-5 shows the trend of income, expenditure and average net profit is shown in the above table. The average income and expenditure in Panauti municipality is \$310 and \$215 respectively which results the average net profit of \$95. Furthermore, Bethanchok rural municipality has the average income of \$295 and average expenditure of \$173. This shows that the average net profit in Bethanchok Rural municipality was found to be \$122 which is relatively more than the net profit in Panauti Municipality.

Conclusions

In this study, there is a dense relationship between homestay experience, destination, satisfaction, and behavioral intention. This study infers that improved tourist satisfaction

through real experiences is derived from destination. Homestays are not only lodging facilities but also the fooding and entertaining facilities. Understanding the homestay experience provides direction for the travel industry in developing rural and urban tourism marketing strategies. This study has some limitations that should be noted. To fully comprehend the homestay experience, it is necessary to investigate numerous other homestay programs whose cultures are like those of other Nepalese villages. Because Panauti and Bethanchok are culturally distinct from other Nepalese rural areas. From the research, it is concluded that the active effort is required to give by local governments to promote tourism industry in local community. It is hoped that this study is fruitful to make a rational plan in local level related to homestay in tourism sectors. It has its own distinct culture, which may influence tourist satisfaction. Second, the findings of this study may not applicable to all of the rural and urban areas throughout the country

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